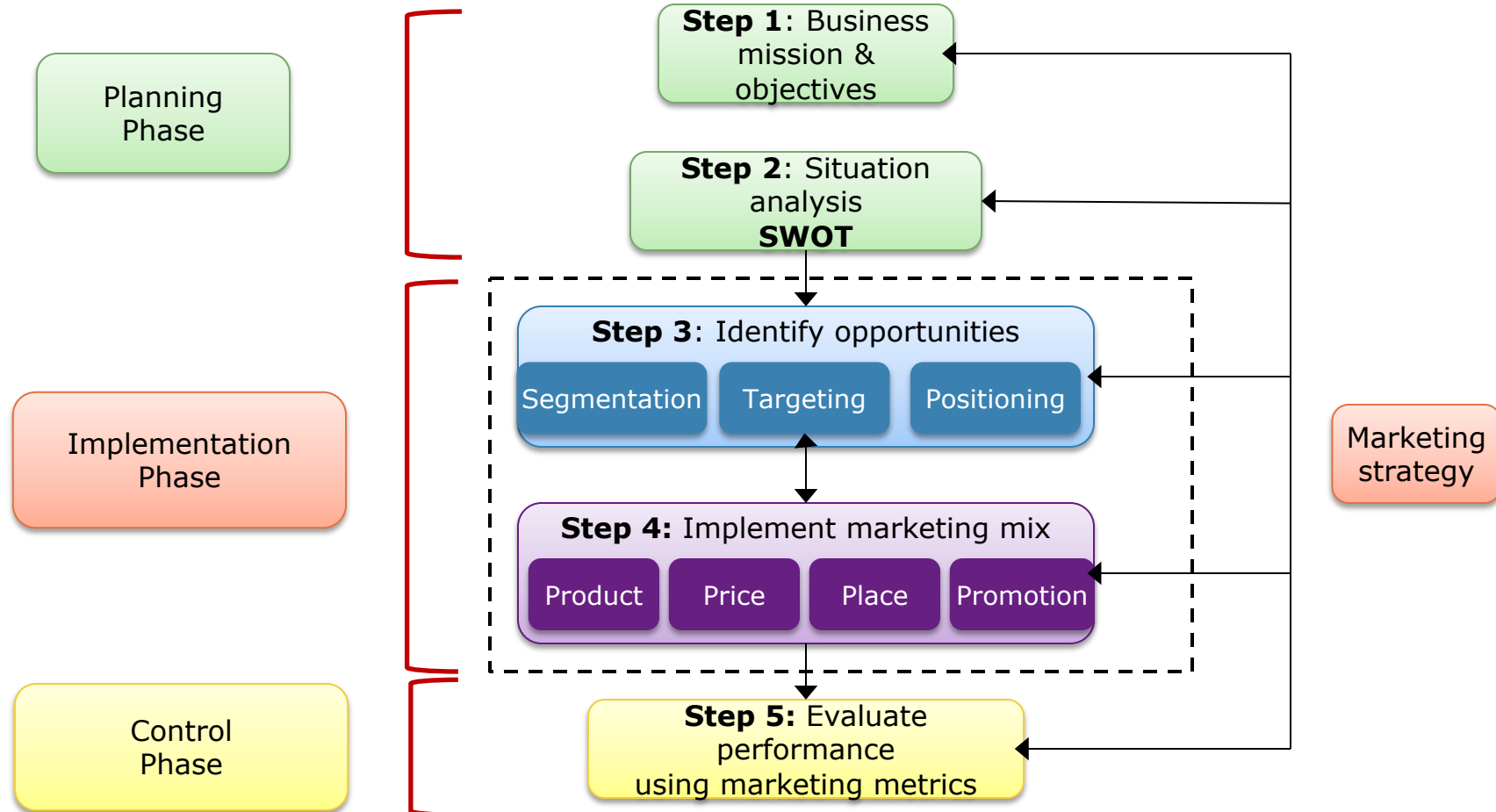


Chapters 2-4

Discussion and exercises

Chapter 2: Marketing Plan



Read the following New York Times article and identify each step of the Disney Marketing plan.

<https://dadepro.github.io/BUAD307/myslides/ch2-disney-magic-band.pdf>

How Amazon's Acquisition of Whole Foods will Affect the way Consumers Shop

<https://www.youtube.com/watch?v=6gQrgIj1Fk0&t=5s>

Questions

1. Consistent with the title of this video, how might Amazon's acquisition of Whole Foods affect the way consumers shop?
2. The video references the term ontailing. What is ontailing?
3. Which growth strategy is Amazon implementing?

Seven Ways Social Media Keeps Us Hooked

<https://www.youtube.com/watch?v=neQEhpwpSq8>

Questions:

1. According to the video, what are the ways social media keeps us hooked?
2. Based on the seven factors identified in this video, what should brands be doing on social media?

Think about a company that engaged in unethical marketing practices and describe what the company did